



Madhvani

FOUNDATION

Empowerment Through Education

THE MARKET

The Muljibhai Madhvani Foundation is a Charitable Trust with the primary objective of promoting scientific and technical education for the self-betterment of the Nation .

The Foundation's core focus is on sponsorship of university scholarships for undergraduate and postgraduate students. The brand targets brilliant but underprivileged Ugandan students studying scientific and technical courses who are unable to afford to complete their education.

Some US \$250,000 US dollars is donated annually by the Foundation to give an opportunity to those who ordinarily would not have the option of continuing studying.

The future looks bright and the brand aims to gain further recognition by raising its visibility and profile among key target audiences using a multi spectral strategy that encompasses a combination of public relations and advertising initiatives. The Madhvani Foundation is the oldest and single largest private sector corporate social investment initiative specialising in funding for brilliant and underprivileged Ugandans in tertiary education.

Newspaper adverts, public relations initiatives and feature articles in the local print, broadcast and electronic media are the basis of the communication strategy. The marketing split is 90 percent top end 10 percent bottom end.

ACHIEVEMENTS

The Madhvani Foundation is Uganda's oldest and single largest private sector corporate social investment initiative. The Foundation has now educated over 950 University students since the University scholarships bourse was restarted in the 2003/2004 academic year and since then the Foundation's contribution to education crossed Two Billion Ugandan Shillings.

The Foundation was the first privately funded education scholarship scheme established at the time of Uganda's independence in 1962.

HISTORY

The Madhvani Foundation is a part of the Madhvani Group, which is Uganda's largest corporate conglomerate with interests in manufacturing, agriculture, construction, hospitality and a variety of services.

The Group has its origins in Jinja and was started by the late Muljibhai Prabhudas Madhvani who arrived in Jinja in 1912 aged 18. Due to his extraordinary vision, personality and leadership, he was able to take a humble trading concern and create a business that would later account for in excess of 10 percent of Uganda's gross domestic product. The Madhvani Foundation brand was created in order to raise the profile of and provide a separate corporate identity for the scholarship scheme.

The brand has developed its own stand alone identity, separate from the Group or its associated brands.

THE PRODUCT

The Madhvani Foundation provides University scholarships for undergraduate and postgraduate students. Bright but underprivileged Ugandan students interested in studying scientific and technical courses but are unable to pay their fees are the main target group of the brand.

The Muljibhai Madhvani Foundation is a charitable trust that was set up in 1962 and seeks graduates with vision; individuals who are able to perceive the path to Uganda's future and who not only want to travel the road but also actively participate in the development of their Nation.

Covering around 17 different disciplines, the scholarship covers tuition fees only from second year to completion for undergraduates; and, for the entire programme of study for graduate students from the time of application/award.

RECENT DEVELOPMENTS

The Madhvani Foundation website at madhvanifoundation.com was started initially to provide interactive information about the scheme. However, following an overwhelming response, new products and services have been progressively introduced onto the site. These include enhanced



ANOTHER USHS 400 MILLION AVAILABLE FOR SCHOLARSHIPS FOR 2007/2008

**WE ARE EMPOWERING UGANDANS FOR A BETTER FUTURE
APPLY FOR YOUR SCHOLARSHIP TODAY**

The Muljibhai Madhvani Foundation is a Charitable Trust whose primary objective is the maintenance and promotion of scientific and technical education for the people of Uganda. In furtherance of this objective, the Trustees of the Foundation are pleased to announce the institution of Scholarship for the Year 2007-2008 for pursuing higher studies at University level in Uganda, subject to the criteria detailed below:

ELIGIBLE DISCIPLINES: Agriculture, Biology, Business Administration, Chemistry, Commerce, Engineering, Food Science & Technology, Information Technology, Law, Hotel Management, Pharmacy, Nursing, Architecture, Veterinary Medicine, Actuarial Science, Environment and Medicine.

ENTRY POINT: For Undergraduate Studies in any eligible discipline - on completion of the First Year at the University with a minimum CGPA of 2.2. Students with CGPA less than 2.2 are not eligible to apply. For Post Graduate Studies, the eligibility would be a minimum of a Degree in related field of further studies of the eligible discipline.

COVERAGE: Tuition fees only.

SELECTION: Selection would be based on academic qualification, performance in the first year at the University or on graduation, age, character, the financial position of the parents and/or the candidate and academic references as well as proof of admission to a recognised University/Institution in Uganda. Selection will be at sole discretion of the Foundation.

NATURE OF SCHOLARSHIP: The Scholarship would be extended as a grant payable directly to the University/Institution on behalf of the Awardees. On completion of studies, it is expected that awardees will, for the benefit of future scholars, make voluntary donations/contribution to the Foundation.

HOW TO APPLY: Application form can be obtained on payment of UShs. 1,000 from:

**THE SECRETARY
MULJIBHAI MADHVANI FOUNDATION
C/O EAST AFRICAN DISTRIBUTORS LIMITED,
MADHVANI FOUNDATION BUILDING
PLOT 20/2 JINJA ROAD, P.O. BOX 6361 KAMPALA.
TELEPHONE NO. 077 3215554**

Alternatively the form can be downloaded from:
www.kakirasugar.com/scholarships

Completed application forms have to be deposited at the above address in Kampala or may be posted to:

**MULJIBHAI MADHVANI FOUNDATION
SCHOLARSHIP APPLICATION
P O BOX 6361, KAMPALA, UGANDA**

LAST DATE: Application should reach the Secretary not later than 15th JUNE 2007.

ANY FORM OF CANVASSING WILL LEAD TO IMMEDIATE DISQUALIFICATION.

download features, and despite Uganda's relatively low Internet penetration, online applications for the scholarships were introduced. This access to online application forms has resulted in more students being able to apply and it is hoped in the near future with better national connectivity, applications may be submitted online too.

An Alumni Association has been started and it is hoped that alumni may benefit to seek employment and better job prospects through improved networking.

PROMOTION

The Madhvani Foundation holds a press conference annually to launch the scheme and holds an AGM for the alumni students. So far, both have been very successful. The press launch generates excellent media coverage and the Alumni AGM, held for the first time last year, was attended by over 160 former students.

The Foundation's campaigns are highly rated and exceptional quality above and below the line advertising materials are produced, resulting in instant top of the mind brand recognition and recall. The brand's payoff line, "Empowerment through Education", conveys the opportunities that may be availed through education.

BRAND VALUES

The Madhvani Foundation is associated with the values of hard work, honesty, soundness

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www.Madhvanifoundation.com

Completed application forms have to be deposited at the above address in Kampala or may be posted to:

**MULJIBHAI MADHVANI FOUNDATION
SCHOLARSHIP APPLICATION
P O BOX 6361, KAMPALA, UGANDA**

LAST DATE: Application should reach the Secretary not later than 31st May 2008.

ANY FORM OF CANVASSING WILL LEAD TO IMMEDIATE DISQUALIFICATION.

www.Madhvanifoundation.com

of character, commitment and perseverance. It promises a solid university education for those who deserve it and are unwilling to afford it.

This brand is committed to developing Uganda in the strong belief that education is the fundamental pre-requisite to a bedrock of successful development on various platforms. On an individual paradigm this is reflected in the Foundation's logo, which shows a young person being protected and helped to read or learn by an older person.

Brand integrity is enabled through the development of a brand manual, which offers colour output directions and brand guidelines.

Madhvani FOUNDATION
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Muljibhai Madhvani Foundation
Guidelines and Application Form
www.madhvanifoundation.com

SCHOLARSHIP PROGRAMME 2010 - 2011

MADHVANI FOUNDATION
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TEL. 0414 255 432, Mob: 0773 215554
E-MAIL: info@madhvanifoundation.com

THINGS YOU DIDN'T KNOW ABOUT MADHVANI FOUNDATION

- The Madhvani Foundation was established in 1962 on the eve of Uganda's independence to honour the vision of the founder of the Madhvani Group the late Muljibhai Prabhudas Madhvani
- The brand's core belief is that Uganda's development lies in educating its people to unleash the potential of the country's greatest resource, its people
- The brand's slogan is "Empowerment through Education"
- The Madhvani Foundation provides University scholarships for undergraduate and postgraduate students. Bright but underprivileged Ugandan students interested in studying scientific and technical courses but are unable to pay their fees are the beneficiaries of the Foundation.
- The Foundation was the first privately funded education scholarship scheme established at the time of Uganda's independence in 1962.